


# RENÉE BALDWIN

GRAPHIC DESIGNER & CREATOR

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 www.reneedaniellebaldwin.com

## BIOGRAPHY

Completed the Graphic Design diploma program at the College of the North Atlantic in St. John's, Newfoundland in 2018. Prior to this, obtained a Bachelor of Fine Arts from Memorial University in 2012. With over 5 years in an academic setting, has developed strengths in photo, digital and print-based media. These skills, combined with excellent organizational and time management abilities, allow for any job to be completed with a high level of professionalism.

## SKILLS

**ILLUSTRATOR** 

**PHOTOSHOP** 

**INDESIGN** 

**AFTER EFFECTS** 

**LIGHTROOM** 

**XD** 

## ART-RELATED PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGNER

**Newfoundland Labrador Liquor Corporation**

| 2018-present

Creates and develops graphic material for corporate and departmental marketing initiatives through print ads, in-store promotional signage, Social Media and external websites within strict deadlines and budget. Designs artwork for Special Events including Wine Show, Beer Expo and other Special Tasting Events, through in-store promotional materials and website graphics within specific timeframes. The design of all material varies from a project-to-project basis and requires the ability to follow graphic design standards, sales, and customer feedback.

## EDUCATION

### GRAPHIC DESIGN

The College of the North Atlantic  
St. John's, NL – 2018

### BACHELOR OF FINE ARTS (VISUAL)

Memorial University, Grenfell Campus  
Corner Brook, NL – 2012

## VOLUNTEER

### DIVERSITY INCLUSION & BELONGING COMMITTEE

Newfoundland & Labrador Liquor Corporation,  
St. John's, NL – 2021

### THE GATHERING PLACE

St. John's, NL – 2018

## GRAPHIC DESIGNER

Freelance | 2016-present

Responsible for various design solutions, such as logo creation, for small businesses. With a focus on typography and chalkboard signage. Clients include Lululemon, Belbin's Grocery and Borrowed & Blu.

## GRAPHIC DESIGNER

The Western Star | 2013-2014

Created design solutions that delivered a high visual impact. Involved assessing clients' needs and creating a design that met all necessary criteria. Gained up-to-date knowledge of industry software and displayed excellent time management skills. Worked frequently with software such as InDesign, Photoshop, and Illustrator.

## PHOTOGRAPHER

Our Future: Growing the Agriculture Industry in Newfoundland and Labrador | 2012

## PROJECT COORDINATOR

Art Marathon Festival,  
Eastern Edge Gallery | 2012

## PHOTOGRAPHER, GRADUATE CATALOGUE

Grenfell Campus | 2012

## STUDIO ASSISTANT

Marlene MacCallum | 2009-2011

Worked on a weekly basis with artist Marlene MacCallum. Obtained knowledge about handmade book formats, used in much of MacCallum's work, as well as assisting with the photogravure process.

## REFERENCES

### ERIN BRENNAN

(709) 727 0402

### AMANDA LARNER

(709) 690 5546

## COLLECTIONS

### GRENFELL TEACHING COLLECTION

Grenfell Campus, Memorial University, Corner Brook, NL

## AWARDS/RESIDENCES

2013	Grenfell Campus, Memorial University, NL
2012	The Maxwell and Emily Mullett Scholarship
2010	The Francis J. Ryan Memorial Scholarship
2009	Craig Roche and C. O'Brien Award

## ART-RELATED TRAVEL

### PRINTOPOLIS

Toronto, ON | 2010

Printopolis was a 4-day symposium with an international focus on contemporary printmaking presented by Open Studio. Printopolis featured issue-based panel discussions/presentations, artist talks and printmaking demonstrations.